Application Data Sheet

Application Information

Application Number:: UNKNOWN

Filing Date:: HEREWITH

Application Type:: REGULAR

Subject Matter:: UTILITY

Title:: AUDIOVISUAL SYSTEM AND METHOD

ADVERTISEMENTS TAILORED TO THE

CHARACTERISTIC VIEWING PREFERENCES OF A USER

FOR DISPLAYING SEGMENTED

Attorney Docket Number:: K35A0819

Request for Early Publication?:: NO

Request for Non-Publication?:: YES

Total Drawing Sheets:: 11

Small Entity:: NO

Petition included?:: NO

Applicant Information

Applicant Authority Type:: INVENTOR

Primary Citizenship Country:: US

Status:: FULL CAPACITY

Given Name:: WILLIAM

Middle Name:: P.

Family Name:: PRICE

City of Residence:: SANTA ANA

State of Residence:: CA

Country of Residence:: US

Street of mailing address:: 11037 WARNER AVENUE, #290

City of mailing address:: FOUNTAIN VALLEY

State of mailing address:: CA

Country of mailing address:: US

Zip Code of mailing address:: 92708

Applicant Authority Type:: INVENTOR

Primary Citizenship Country:: US

Status:: FULL CAPACITY

Given Name:: R. GREGORY

Family Name:: KALSOW

City of Residence:: LAKE FOREST

State of Residence:: CA

Country of Residence:: US

Street of mailing address:: 24482 VIA DEL RIO

City of mailing address:: LAKE FOREST

State of mailing address:: CA
Country of mailing address:: US

Zip Code of mailing address:: 92630

Applicant Authority Type:: INVENTOR

Primary Citizenship Country:: US

Status:: FULL CAPACITY

Given Name:: LEOPOLD B.

Family Name:: WILLNER

City of Residence:: SANTA CRUZ

State of Residence:: CA
Country of Residence:: US

Street of mailing address:: 24 CLUBHOUSE RD

City of mailing address:: SANTA CRUZ

State of mailing address:: CA

Country of mailing address:: US

Zip Code of mailing address:: 95060

Correspondence Information

Correspondence Customer Number:: 26332

Representative Information

Representative Designation::	Registration Number::	Representative Name::	
Primary	39,367	MILAD G. SHARA, ESQ.	
Associate	47,677	BRUCE S. ITCHKAWITZ, ESQ.	

Domestic Priority Information

Application::	Continuity Type::	Parent Application::	Parent Filing Date::

Assignee Information

Assignee name::

KEEN PERSONAL MEDIA, INC.

Street of mailing address::

ONE MORGAN

City of mailing address::

IRVINE

State of mailing address::

CA

Country of mailing address::

US

Zip code of mailing address::

92618